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Subject: Carolina Markets
Author: Kristin HORLACHER at POST07N1
Date: 11/19/97 4:30 PM

Rita/Karen/Kay:

Wilmington, NC is a sub-market of Columbia, SC (2FO). The OOH vendor in the market is Fairway. As you know, Fairway places caps on the amount of inventory they will accept from tobacco. Through our negotiations with Fairway, we were able to secure a #50 showing of 30-sheets in Wilmington, NC. Given that the VS and Basic schedule overlaps in these market for three months (March, April, and June), we need to decide how this inventory will be allocated.

We recommend the following:

VS
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During those 3 months of overlap, VS will take half of the 30-sheet inventory, thus, obtaining a #25 showing. The planned goal is #50, but we will fall a little short. This would be an approximate savings of $5.1M.

BASIC

Likewise, during those 3 months of overlap, Basic would assume the remaining #25 showing of 30-sheets. Basic's original planned showing level was also a #50, so savings would be about $5.1M.

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Additionally, there is a 10'6x36 board in the Wilmington area that PM could purchase which totals about a #15 showing. The cost is $900/month or $8.1M for the year. If Basic adds this board and renews their other 1997 10'6x36 boards in the Carolinas, all 10'6x36 rates will be flat to 1997.

Please let us know how you would like to proceed. This option allows both brands to have presence. Also, do you agree that Basic should add the 10'6x36 in Wilmington since they will be renewing in the other Carolina markets and producing the format?

Thanks,
Kristin

Richmond

Lexington

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